

ALEJANDRO GARCIA-URENCIO (He/Him)

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PROFESSIONAL SUMMARY

Entrepreneurial product thinker with a background in business, design, and emerging technology. I bring a hands-on, multidisciplinary mindset to everything I build; from prototyping a wearable wellness device to reshaping brand identity, user experience, and communication for small businesses. Known for my curiosity, empathy, and ideation, I apply a restorative and strategic lens to every challenge, thriving in agile, collaborative environments where I can learn quickly, build strong relationships, and deliver with intention. I'm now seeking an APM or product-adjacent role where I can continue learning by doing and contribute to products that challenge norms and empower users.

EDUCATION

BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOL OF BUSINESS, Wellesley, MA

September 2024 - May 2025

MS in Management in Entrepreneurial Leadership | Summa Cum Laude | GPA: 3.8/4.0 | Deans' Leadership Award

- **Cohort Representative:** Facilitated and enhanced communication and collaboration between students and Faculty Director, driving improvements in class dynamics and program design
- **Graduate Leadership Lab:** Enhanced value-based leadership, communication, and critical thinking skills; participated in workshops, peer discussion, mentor meetings, and self-reflections
- **AI Experimentation Course:** Applied agile product management to prototype business solutions using natural language processing (NLP) tools, including ChatGPT and CoPilot, conducting iterative experiments to solve real-world challenges
- **Global Entrepreneurship Experience:** Traveled to Munich, Germany, gaining cross-cultural business insights; explored innovation and mobility platforms through engaging with startups, corporations, and government entities
- **LINK project:** Conducted market analysis, investment strategy development, and evaluated AI drug discovery business models for potential disruption

EMERSON COLLEGE, Boston, MA

September 2020 - August 2023

BA in Business of Creative Enterprises (BCE) | Minor in Digital Media and Culture | Summa Cum Laude | GPA: 4.0/4.0

RELEVANT EXPERIENCE

Babson College,

Product Manager (*Leading Entrepreneurship Action Project – Academic*)

November 2024 - May 2025

- Spearheaded the development of a wellness-focused wearable MVP, defining product vision, success metrics, and roadmap priorities
- Facilitated sprint planning, stand-ups, and retrospectives to drive team alignment, velocity, and iterative learning.
- Conducted 40+ customer discovery interviews and applied design thinking to validate problem-solution fit and iterate on product features.
- Led end-to-end prototype design and development integrating BLE, haptics, and visual feedback into functional hardware demo device
- Oversaw all phases of the product lifecycle, from concept to prototype, while aligning user needs with business viability and technical feasibility

Team Lead & Client Liaison (*MSEL Strategy Consulting Project – Academic*)

March 2025 - April 2025

- Led a cross-functional team through a dynamic client engagement, defining objectives, maintaining momentum, and driving alignment despite limited stakeholder availability
- Facilitated weekly team stand-ups, ensuring consistent progress and clear communication across strategy, research, and deliverables
- Identified high-impact opportunities for AI integration in quality and compliance processes, including NLP, OCR, and GenAI applications
- Presented a phased roadmap for scalable AI adoption directly to our client, tailored to their regulatory and operational constraints

Emerson College, Boston MA

Customer Research Lead & Client Liaison (*Residency Capstone Project – Academic*)

September 2022 - May 2023

- Consulted with client crafting a strategic plan to enhance customer experience through data-driven research and analysis of 140+ data sets.
- Led Audience Composition Team, organizing focus groups and utilizing Excel pivot tables to uncover trends, informing strategic recommendations
- Presented findings to clients, demonstrating potential for improved customer engagement and influencing the strategic direction of the company

Brand & Experience Strategist (*Business Strategy & Implementation – Academic*)

January 2022 - May 2023

- Consulted for local businesses, developing strategic plans, and enhancing brand identity through UI Wireframing, UX Writing, and User Research
- Presented market research and website recommendations to CEO, emphasizing unique value propositions and brand positioning.

ADDITIONAL EXPERIENCE

Dexter Southfield School, Chestnut Hill, MA

September 2021 - August 2024

Operations Assistant (Part Time, 20 Hrs/Week)

- Managed logistical operations including mail distribution, inventory control, and event coordination
- Managed relationships and maintained communication with students, faculty, and staff in a fast-paced campus environment

Dexter Southfield Summer Camps, Chestnut Hill, MA

May 2021 - July 2024

Virtual Reality Specialist & Music Instructor (Seasonal)

- Instructed 8-12 year-olds on mixed reality and world building using VR, leading activities such as VR escape rooms and Mozilla Hubs projects
- Directed music activities and rhythm games for groups of 10-12 children aged 4-6, including sing-alongs and interactive sessions

SKILLS

- English (Native), Spanish (Native) | Product Lifecycle | User Research | Agile & Scrum | AI Prompting: ChatGPT, CoPilot, & Perplexity
- IT Skills: Microsoft 365 & Google Suite | Notion | Jira | Asana | Survey Monkey | Qualtrics | Minitab | Miro Board | Figma | Canva | Adobe Premiere Suite (Editing & 360 Video) | 3D Printing | Arduino | Android Studio | Fusion | Muck Rack